

STAKEHOLDER ENGAGEMENT POLICY

Popular Vehicles & Services Limited (PVSL), belongs to the diversified Kuttukaran Group, operating multi-brand automobile dealerships in Kerala, Tamil Nadu, Maharashtra and Karnataka. PVSL understands and appreciates the importance of effective stakeholder engagement for its business operations. PVSL has a culture of ongoing engagement with every stakeholder group to provide sustainable value to all our stakeholders viz. employees, customers, suppliers, local communities and investors.

The objective of this policy is to provide guidelines to PVSL for effective stakeholder engagement. PVSL's key stakeholder engagement objectives as highlighted in this document are provided below:

- Identify and formulate processes or mechanisms for effective stakeholder engagement;
- Improve and enhance trust and confidence of the stakeholders by understanding their requirements, interests, and expectations;
- Improve communication to engage effectively with the stakeholders.

This policy applies to all the business operations managed by PVSL and covers all our stakeholders.

The Company identifies stakeholders by considering factors such as relevance, inclusivity, dependence, influence, and diverse perspectives. Moreover, stakeholder mapping is undertaken to understand who the relevant stakeholders are as well as their perspective, orientation, impact, and expectation, to design appropriate responses and corresponding communication strategies.

- **List of Stakeholders:**
 - OEMs
 - Employees
 - Customers
 - Shareholders
 - Owners & Partners
 - Suppliers & Vendors
 - Local Communities
 - Government & Regulators
 - Lenders

PVSL supports effective stakeholder engagement to comprehend their views and meet their expectations. The Company will continue working on stakeholder engagement and will follow the guidelines:

- Encourage active engagement with stakeholders to address the issues in a constructive manner;
- Engage with the customer to understand their expectations and sentiments.
- Employee engagement is a continual process, we shall ensure effective engagement through various channels that include but are not limited to the following:
 - Periodical informative emails/newsletters.
 - Town Halls at suitable frequencies
 - Employee Get Together on suitable business and cultural occasions.
 - Structured Performance Review discussions
 - Forums to address grievances and viewpoints
- Promote engagement through a variety of mechanisms, including direct dialogue, surveys, engagement at professional and industry forums, and sharing of information through various means and channels;
- Communicate ESG commitments to our stakeholders through print & electronic channels.
- Allow stakeholders to provide feedback and engage positively in business operations through various stakeholders training & awareness programs;
- Evaluate the outcomes of stakeholder engagement initiatives and incorporate stakeholder feedback into company activities.

PVSL is dedicated to addressing the concerns of its stakeholders through its grievance redressal mechanism.

We encourage our stakeholders to raise concerns or disclose any violation of our code, policies, or law to the line managers or Human Resources department of our company, dedicated ethics officials of our company, or the reporting channel mentioned in our Whistle-blower policy.

PVSL will continuously engage with the stakeholders and conduct comprehensive stakeholder engagement activities in order to identify potential material topics and to accurately capture the dynamic perspectives of each stakeholder group.

- **Oversight by the Board**

The governance of this policy shall be the responsibility of the **Board of Directors**, which will ensure its alignment with organizational goals, legal requirements and best practices. The Board will oversee the implementation, monitoring and evaluation of this policy, ensuring it is effectively adhered to across all levels of the organization.

- **Periodical Updation of Policy**

This policy shall be reviewed at an interval that best suits the organization to ensure its continued relevance, effectiveness and compliance with evolving laws, regulations, and best practices. The Board will take responsibility for the timely review and approval of any amendments or updates to the policy, based on feedback, performance evaluations and external changes.

- **Training and Awareness**

The organization commits to fostering a culture of governance and accountability through ongoing **training and awareness programs**. These programs will aim to educate all employees, leadership and all key stakeholders on the requirements of the policy, their respective responsibilities and the mechanisms of accountability.

Training sessions will be conducted as needed and will be tracked to ensure participation. The organization will also employ **various mediums** such as workshops, online modules and seminars to ensure that the information is accessible.

Execute: The Human Resources department shall have the primary responsibility to execute and implement the directives as per this policy.

Review: This Policy may be amended by the Board, as and when deemed fit. Any or all provisions of this Policy would be subject to revision / amendment in accordance with the provisions of the Listing Regulations, from time to time. Any amendments in the Listing Regulations shall be binding even if not incorporated in this Policy.

This policy is effective immediately from 26th March, 2025.